

Trade Ministry commits to passage of Advertising Standard Bill

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The Trade Ministry has assured stakeholders of its commitment to ensuring the Advertising Standards Bill are passed as soon as possible.

Deputy Minister for Trade and Industry, Carlos Ahenkorah, says government will ensure that the indiscriminate placement of billboard is halted.

Speaking with JOYBUSINESS after executives of the Advertising Association of Ghana (AAG) paid a courtesy call on him, he said, “if we allow it to go, then it means people will get into the fray and do as they please.”

The Advertisers Association of Ghana has over the years been pushing for the passage of the Bill, which it believes, would deepen regulation to boost the industry’s contribution to economic growth.

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there are challenges in that area especially where people indiscriminately decide to advertise anywhere they find themselves.

“They put billboards anywhere and refusing to test the structural integrity of the huge billboards they put up on the streets,” he said.



Deputy Minister said it is a welcome news that the AAG are calling for a regulation to regulate the sector.

He believes it will give reprieve in terms of accident and promised that the Ministry will do whatever it takes to get the legislation through to save lives and property.

Meanwhile, Mr Ahenkorah also hinted of plans by his Ministry to introduce a “Fugu” wear day to boost investment and development in the Northern sector.

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